ORDER

Orders Order / Rev: 704375 06262008 Alt Order #: Product Desc: OBAMA SKED C **WKYC** Estimate: 1549 Flight Dates: 08/04/12 - 08/17/12 Primary AE: Joe Knauer Sales Office: 09/20/12 / 09/20/12 Original Date / Rev: T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: **Broadcast** 3050 K St NW Billing Cycle: WEEKLY Washington, DC 20007 Agency Commission: 15% Obama/D/President Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** PL-Presidential, Political, PL-Federal Order Separation: 00:15:00 P-2 Priority: Advertiser External ID:

Bill Plan

Revenue Codes:

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/05/12	4	\$20,250.00	\$17,212.50
08/06/12	08/12/12	42	\$62,675.00	\$53,273.75
08/13/12	08/19/12	52	\$36,850.00	\$31,322.50

Live on Lakeside

Spots/Week

Weekdays

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	98	\$119,775.00	\$101,808.75	0.00
Totals	98	\$119,775.00	\$101,808.75	0.00

Agency External ID:

Totals

Account Executives

WKYC NEWS Start Date

End Date

Account Executive Sales Office Sales Region		Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

AGY, GEN, POL

Len Spots Ch Start End Break Start/End Time Rate Pri Ln Inventory Code Days Rtg Type Spots Amount MTWTF-WKYC 08/13/12 08/17/12 :30 \$500.00 P-2 0.00 NM \$1,500.00 Days of Our Lives CM 1p-2p Days of Our Lives DAYS-OUR LIVES< Weekdays End Date Spots/Week Start Date Rate Rating MTWTF--Week: 08/13/12 08/19/12 \$500.00 0.00 3 MTWTF--2 WKYC 08/13/12 08/17/12 M-F 10-11a CM 10a-11a :30 5 \$225.00 P-2 0.00 NM 5 \$1,125.00 **TODAY SHOW** TODAY SHOW III Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 08/13/12 08/19/12 MTWTF-\$225.00 0.00 Olympics Weekday DT CM Olympics WeekdayMTWTF--3 WKYC 08/06/12 08/10/12 :30 2 \$1,000.00 P-2 0.00 NM 2 \$2,000.00 Olympics Weekday DT **OLYMPICS DAYTIME** Weekdays Start Date **End Date** Spots/Week Rate Rating MTWTF--Week: 08/06/12 08/12/12 \$1,000.00 0.00 4 WKYC 08/13/12 08/17/12 **Tonight Show** CM 1135p-1237a MTWTF--:30 2 \$600.00 P-2 0.00 NM 2 \$1,200.00 Tonight Show TONITE SHW-NBC< End Date Weekdays Start Date Rate Rating Spots/Week MTWTF-Week: 08/13/12 08/19/12 0.00 \$600.00 WKYC 08/13/12 08/17/12 M-F 11a-1230p CM 11a-1230p MTWTF--:30 \$250.00 P-2 0.00 NM 2 \$500.00

Rating

Rate

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WKYC

Order / Rev: 704375 Advertiser:

06262008 Alt Order #:

Obama/D/President Product Desc:

OBAMA SKED C

Flight Dates: 08/04/12 - 08/17/12 Estimate: 1549

Ln Ch Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
5 WKYC 08/13/12	08/17/12	M-F 11a-1230p	CM	11a-1230p	MTWTF-	- :30	2 \$250.00 P-2	0.00 NM	2	\$500.00
WKYC NEWS		Live on Lakeside								
	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating					
Week: 08/13/12 6 WKYC 08/13/12	08/19/12	MIWIF M-F 2-3p	CM 2	\$250.00 2-3p	0.00 MTWTF-	- :30	4 \$250.00 P-2	0.00 NM	4	\$1,000.00
	00/11/12	Rachel Ray	0	2 00		.00	. 4200.001 2	0.00 14111		ψ1,000.00
RACHAEL RAY Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	08/19/12	MTWTF	4	\$250.00	0.00					
7 WKYC 08/13/12	08/17/12	M-F 3-4p	СМ	3p-4p	MTWTF-	- :30	3 \$350.00 P-2	0.00 NM	3	\$1,050.00
DOCTORS<		The Doctors								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/13/12 8 WKYC 08/13/12	08/19/12	MTWTF	CM	\$350.00 4a-430a	0.00 MTWTF-	- :30	5 \$25.00 P-2	0.00 NM	3	\$75.00
6 WKTC 06/13/12	00/17/12	Early Today Early Today	Civi	4a-430a	MII WI F -	30	5 \$25.00 P-2	U.UU INIVI	3	φ/3.00
EARLY TDAY-NB			0	5.	5					
	End Date 08/19/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$25.00	Rating 0.00					
Spot Ch Date Ran	ge D	escription		/End Time				Rtg Type		
1 <i>NK</i> YC 08/13/12- See MG 26.2		arly Today	4a-4	30a		MTWThF	:30 (\$25.00)	0.00 <i>NM</i>		
5 NKYC 08/13/12-		arly Today	4a-4	30a		МТWТhF	:30 (\$25.00)	0.00 <i>NM</i>		
See MG 26.2							, ,			
9 WKYC 08/13/12	08/17/12	•	CM	4p-5p	MTWTF-	- :30	4 \$425.00 P-2	0.00 NM	4	\$1,700.00
ELLEN<		Ellen Degeneres								
	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/13/12 0	08/19/12	MTWTF M-F 430a-5a	CM	\$425.00 430a-5a	0.00 MTWTF-	- :30	2 \$100.00 P-2	0.00 NM	2	\$200.00
		430a News	· · · ·	.000 00			_	0.00	_	Ψ200.00
CH 3 NEWS 430A Start Date	<a>End Date	Weekdays	Spots/Week	Rate	Rating					
	08/19/12	MTWTF	2	\$100.00	0.00					
11 WKYC 08/06/12	08/10/12	M-F 5-6p News (C	/	M-F 5-6P	MTWTF-	- :30	5 \$1,400.00 P-2	0.00 NM	5	\$7,000.00
OLYMPICS EN		M-F 5-6p News (C	Dlympics)							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/06/12 0	08/12/12	MTWTF	CM 5	\$1,400.00	0.00 MTWTF-	- :30	4 \$650.00 P-2	0.00 NM	4	¢2 600 00
12 WKTC 06/13/12	00/17/12	Dr. Phil	Civi	5p-6p	IVII VV I I' -	30	4 φ030.00 F-2	0.00 NM	4	\$2,600.00
DR. PHIL	End Data	Ma alada ya	Consta /// a al-	Data	Datin					
	End Date 08/19/12	<u>Weekdays</u> MTWTF	Spots/Week 4	Rate \$650.00	Rating 0.00					
13 WKYC 08/06/12			CM	6a-7a	MTWTF-	- :30	8 \$750.00 P-2	0.00 NM	8	\$6,000.00
OLYMPIC EARLY	MORNING	Channel 3 News	Today @ 6AN	l						
	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	08/12/12	MTWTF	8	\$750.00	0.00					A. - - - - - - - - - -
14 WKYC 08/13/12	08/17/12	M-F 6-7a Channel 3 News	CM Todav @ 6AM	6a-7a I	MTWTF-	- :30	2 \$850.00 P-2	0.00 NM	2	\$1,700.00
CH3 NEWS TODA			-							
	End Date 08/19/12	Weekdays MTWTF	Spots/Week 2	Rate \$850.00	Rating 0.00					
15 WKYC 08/13/12			CM	7-730p	MTWTF-	- :30	3 \$1,200.00 P-2	0.00 NM	3	\$3,600.00
		Channel 3 News		-						
CH 3 NWS AT 7< Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/13/12	08/19/12	MTWTF	3	\$1,200.00	0.00					
16 WKYC 08/06/12	08/10/12		СМ	7-730p	MTWTF-	- :30	3 \$1,400.00 P-2	0.00 NM	3	\$4,200.00

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WKYC

Order / Rev: 704375

Advertiser: Obama/D/President

Alt Order #: 06262008

OBAMA SKED C Product Desc:

Flight Dates: 08/04/12 - 08/17/12 Estimate: 1549

Ln Ch Start End	,	Start/End T	ime Days	Len Spot	s Rate Pri	Rtg Type Spo	ts	Amount
	M-F 7-730p Channel 3 News at 7P							
OLYMPIC EN						-		
Start Date Week: 08/06/12	Weekdays Spots/Week		Rating					
Week: 08/06/12 08/12/12 17 WKYC 08/06/12 08/10/12		3 \$1,400.00 7a-9a	0.00 MTWTF	:30 1	10 \$750.00 P-2	0.00 NM	10	\$7,500.00
	Today Show	74 04	MI WII	.00	ψ, σσ.σσ. 2	0.00 11111		ψ1,000.00
OLYMPIC EARLY MORNING		Data	Dathan					
<u>Start Date</u> <u>End Date</u> Week: 08/06/12 <u>08/12/12</u>	Weekdays Spots/Week		Rating 0.00					
18 WKYC 08/13/12 08/17/12		7a-9a	МГЖГБ	:30	8 \$850.00 P-2	0.00 NM	8	\$6,800.00
TOD 437 OLDAY	Today Show							
TODAY SHW <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	Rate	Rating					
Week: 08/13/12 08/19/12	MTWTF E		0.00					
19 WKYC 08/13/12 08/17/12		730-8p	МГWГF	:30	5 \$1,200.00 P-2	0.00 NM	5	\$6,000.00
ENT TONIGHT 30<	Entertainment Tonight							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/13/12 08/19/12		\$1,200.00	0.00					
20 WKYC 08/06/12 08/10/12	, i	Olympic Prin	netimeMTWTF	:30	1 \$12,000.00 P-2	0.00 NM	1	\$12,000.00
OLYMPIC PRIME	Olympic Primetime							
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 08/06/12 08/12/12		\$12,000.00	0.00					
21 WKYC 08/06/12 08/10/12	M-F 9-10a Today II CM Today Show II	9a-10a	MTWTF	:30	2 \$550.00 P-2	0.00 NM	2	\$1,100.00
OLYMPICS DAYTIME	roddy Chow II							
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 08/06/12 08/12/12 22 WKYC 08/04/12 08/10/12	MIWIT 2 Olympic Late News CM	2 \$550.00 12x-12:35x	0.00 MTWTFSS	:30	4 \$2,400.00 P-2	0.00 NM	4	\$9,600.00
22 WK10 00/04/12 00/10/12	Olympic Late News	121 12.001	MIWIIDD	.50	Ψ Ψ2,Ψ00.001 2	0.00 14101	7	ψ5,000.00
OLYMPIC LN		5.4	5. ()					
Start Date Week: 08/04/12	Weekdays Spots/Week	Rate \$2.400.00	Rating 0.00					
23 WKYC 08/11/12 08/17/12		+ ,	n/SS (MTWTFSS	:30	2 \$1,800.00 P-2	0.00 NM	2	\$3,600.00
011.0.1.111.0.1.7.0	Early News (M-Su)	(6:00 PM-6:3	0 PM)					
CH 3 NWS AT 6< Start Date End Date	Weekdays Spots/Weel	Rate	Rating					
Week: 08/11/12 08/17/12		\$1,800.00	0.00					
24 WKYC 08/04/12 08/10/12	,		m/SS €MTWTFSS	:30	5 \$2,000.00 P-2	0.00 NM	5	\$10,000.00
OLYMPICS EN	Early News (M-Su)	(6:00 PM-6:3	0 PM)					
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/04/12 08/10/12		\$2,000.00	0.00					
25 WKYC 08/11/12 08/12/12	,	6P-7P Sa/Su		:30	2 \$2,000.00 P-2	0.00 NM	2	\$4,000.00
NEWS	Early News (Sa-Su)	(6:00 PM-6:3	O PIVI)					
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 08/06/12 08/12/12		\$2,000.00	0.00		4 04050000	0.00.104		04 475 00
26 WKYC 08/11/12 08/11/12	Sat 1030a-11a CM Sat 1030-11a	Sat 1030-11	aS-	:30	1 \$125.00 P-2	0.00 NM	1	\$1,475.00
SAT NEWS								
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 08/06/12 08/12/12 Spot Ch Date Range D	-	\$125.00 rt/End Time	0.00 W	Veekdays I	Length Rate	Rtg Type		
1 NKYC 08/06/12-08/12/12 S		1030-11a	_	Sa	_ <u> </u>	0.00 <i>NM</i>		
See MG 26.2	N			umi co	00 01 1==			
2 NKYC 08/08/12-08/11/12 C		mpic Late Frin	<u>-</u> ·	- WThFSa	:30 \$1,475.00	0.00 NM		
27 WKYC 08/12/12 08/12/12	CM	12-1230p /S	uS	:30	1 \$450.00 P-2	0.00 NM	0	\$0.00

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WKYC

Totals

98

\$119,775.00

Order / Rev: 704375 Advertiser: Obama/D/President

Alt Order #:

06262008

OBAMA SKED C

08/04/12 - 08/17/12 Flight Dates:

Product Desc:

1549 Estimate:

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Su 12-1230p Channel 3 News at Noon Su NOON NEWS Start Date **End Date** Weekdays Spots/Week Rate Rating \$450.00 Week: 08/06/12 08/12/12 ----S 0.00 Ch Date Range Description Start/End Time Length Rate Rtg Type Weekdays -----Su :30 (\$450.00) 1 NKYC 08/06/12-08/12/12 Su 12-1230p 12-1230p /Su 0.00 NM See MG 26.2 28 WKYC 08/12/12 08/12/12 Sun 9-1030a CM 9a-1030a ----S :30 \$850.00 P-2 0.00 NM \$0.00 Channel 3 News Sun 9a **NEWS** Start Date End Date Spots/Week Weekdays Rate Rating Week: 08/06/12 08/12/12 \$850.00 0.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type (\$850.00) 0.00 NM 1 NKYC 08/06/12-08/12/12 Sun 9-1030a 9a-1030a ----Su :30 See MG 26.2 29 WKYC 08/14/12 08/14/12 Tues Prime Other СМ Various - T- - - -:30 1 \$6,000.00 P-2 0.00 NM \$6,000.00 Tues Prime Other (8:00 PM-10:00 PM) AGT Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 08/13/12 08/19/12 - T- - - -1 \$6,000.00 0.00 30 WKYC 08/04/12 08/04/12 Olympics Prime СМ :30 Olympic Primetime- - - - S-2 \$8,125.00 P-2 0.00 NM \$16,250.00 Olympic Primetime Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 07/30/12 08/05/12 ---S-2 \$8,125.00 0.00